Aaron Hertzberg

PROFESSIONAL EXPERIENCE:

Director of Economic Development: Milwaukee County, Milwaukee, WI   2/18-Present
- ➢ Manage a $2.5M annual operating budget; lead a a staff of four to support the County's real estate service and economic development needs; present action items at County Board Committee hearings
- ➢ Serve as the County's representative on Joint Review Boards creating and amending TIF districts throughout the County; served as Vice-Chair of the County Facilities Strategic Planning Committee
- ➢ Direct leasing, land disposition, site selection, and real estate project planning efforts; lead negotiations for major property sales including in the Park East Corridor and at the Milwaukee County Grounds; oversee airspace leasing and cell tower and parking contracts to increase County revenue
- ➢ Represent the County in partnerships with the WEDC, M7, SEWRPC, Employ Milwaukee, Milwaukee Workforce Funding Alliance, East Wisconsin Counties Railroad Consortium, Near West Site Partners, Aerotropolis Milwaukee, and in media interviews

Director of Economic Development: City of Franklin, Franklin, WI   11/15-2/18
- ➢ Managed a $227K annual operating budget; provided staff support to the Common Council, Community Development Authority, Economic Development Commission, Plan Commission and Tourism Commission; managed consultant contracts; participated in dozens of community meetings
- ➢ Led economic development strategy and policy efforts, including approval of more than $170M in private development, the rezoning of 700+ acres of land, creation of a tax increment finance district, completion of market analysis and development vetting, and negotiation of development agreements
- ➢ Served as an advocate and liaison for economic development projects and business recruitment and expansion efforts; developed relationships with WEDC, M7, and Employ Milwaukee to better serve Franklin businesses; created partnerships with the Franklin School District and Franklin Business Park Consortium to improve workforce development connections
- ➢ Represented the City of Franklin on the Joint Review Board and at community events, and in media interviews; Hosted annual business appreciation events; authored articles for the City newsletter

Executive Director: The Pawtucket Foundation, Pawtucket, RI   10/12-10/15
- ➢ Managed $330K annual operating budget and staff of three; supported 36-person board of business, nonprofit and government leaders; drafted and implemented 3-year strategic plan
- ➢ Worked with the Mayor and staff to advance mixed-use development plans, transparent permitting processes, a standardized tax stabilization policy, and multi-modal transportation improvements resulting in over $164M in private development and $160M in public infrastructure
- ➢ Organized and moderated an economic development forum; developed economic development packets based on private sector feedback; guided site selection process for new businesses
- ➢ Interfaced with business leaders, developers, realtors and commercial lenders to stay attuned to market trends and maintain relations for business and development retention, growth and recruitment; accompanied Mayor on regular business outreach visits
- ➢ Led $200K multi-jurisdictional, public-private partnership to create a market driven, riverfront redevelopment strategy; provided technical assistance for planning and economic development efforts and the disposition of public property
- ➢ Represented the organization at public meetings, fundraisers, and events, and for print, television, and radio interviews; presented at conferences, forums and meetings; developed relationships with

and advocated to federal, state, and local leaders
- ➢ Hosted IEDC technical assistance team and Project for Public Space representatives to inform downtown redevelopment plans
- ➢ Solicited 100+ private-sector contributions and sponsorships netting $750K+

PROGRAM DIRECTOR: The Pawtucket Foundation, Pawtucket, RI   10/08-10/12
- ➢ Directed 20+ community programs including communications and marketing efforts
- ➢ Organized all fundraisers and volunteer outings; netted $340K, a 70% increase in revenue over prior years; engaged over 700 volunteers for 3150 hours of service to the community
- ➢ Managed $52K streetscape improvement project; created a downtown landscape maintenance partnership providing career readiness programming to social service clients
- ➢ Led redesign, content production and brand management for websites and social media; Authored and produced reports and marketing collateral including websites, videos, newsletters, press releases, brochures, invitations, and social media

BILLING SPECIALIST: Humana, Inc., DePere, WI   9/07-5/08
- ➢ Managed monthly billing for 1,200 clients; Built communication skills as level two customer service contact and problem solver; Analyzed reports on balances, trends, and irregularities

PROJECT MANAGER: Sustainable Racine, Racine, WI   7/04-1/07
- ➢ Managed 24 community programs, including: a community vision session, neighborhood grant programs, education collaborations, volunteer outings, economic development initiatives, sister city celebrations, merchant associations, and fundraisers
- ➢ Maintained partnerships with local and county governments, neighborhood and faith-based organizations, universities, Racine County Economic Development Corp. and business associations
- ➢ Served as Interim Executive Director for six months; Represented the organization during print and radio interviews; Staffed Uptown Improvement Organization's comprehensive planning process

SELECT HONORS, PRESENTATIONS, PUBLICATIONS & TESTIMONY:
- ➢ Presenter: Milwaukee County Board of Supervisors ECD Committee   2018, 2019
- ➢ Presenter: Visit Milwaukee Conference   2018
- ➢ Honoree: Micro-American City of the Future, fDi Magazine (City of Franklin)   2017-2018
- ➢ Presenter: South Suburban Chamber of Commerce State of the Cities   2016, 2017
- ➢ Presenter: Franklin Common Council   2015, 2016, 2017
- ➢ Recipient: Key to the City of Pawtucket, presented by Mayor Donald Grebien   2015
- ➢ Honoree: Grow Smart Rhode Island, Leadership Award (Pawtucket Foundation)   2015
- ➢ Presenter: Pawtucket Foundation Annual Awards Celebration & Annual Meeting   2013, 2014, 2015
- ➢ Presenter: Pawtucket City Council   2013, 2014, 2015
- ➢ Author: *Pawtucket Foundation Annual Report*   2012, 2013, 2014
- ➢ Advocate: Rhode Island House Finance Committee   2013, 2014
- ➢ Panelist: Grow Smart RI Summit & ICSC Boston Idea Exchange   2014
- ➢ Moderator: *Doing Business in Pawtucket: Economic Development Forum*   2014
- ➢ Author: *Pawtucket Foundation FY15-17 Strategic Plan*   2014
- ➢ Honoree: American Planning Association RI, Journalism Award (Pawtucket Foundation)   2013

COMMUNITY LEADERSHIP:
- ➢ BOARD MEMBER: Milwaukee Regional Innovation Center, WI   2018-Present
- ➢ BOARD MEMBER: Joint Review Boards, Milwaukee County, WI   2018-Present
- ➢ BOARD MEMBER: Milwaukee Gateway Aerotropolis Corporation, WI   2016-Present
- ➢ COMPLETED: Milwaukee County/YWCA Racial Equity Training, WI   2018-2019
- ➢ CHAIRMAN: Joint Review Boards, City of Franklin, WI   2016-2018
- ➢ MEMBER: Legislative Committee, South Suburban Chamber of Commerce, WI   2016-2018
- ➢ COMPLETED: IEDC Ethics Workshop, Toronto, ON   2017
- ➢ BOARD MEMBER: Northern Rhode Island Chamber of Commerce, RI   2014-2015
- ➢ BOARD MEMBER: Pawtucket Business Development Corporation, RI   2013-2015
- ➢ BOARD MEMBER: Blackstone Heritage Corridor, RI/MA   2012-2015
- ➢ TRUSTEE/TECH COMMITTEE/VOLUNTEER: Boys & Girls Club of Pawtucket, RI   2009-2015
- ➢ BOARD MEMBER/VISION CHAIR: Young Professionals of Racine, WI   2005-2007
- ➢ COMPLETED: Leadership Racine, WI   2005
- ➢ CO-CHAIR: Special Olympics Minnesota Fundraising Event, MN   2003

EDUCATION:

MASTER OF PUBLIC AFFAIRS: Brown University, Taubman Center for Public Policy   2013
Concentration - Urban Policy and Organizational Leadership

BACHELOR OF SCIENCE: University of Minnesota – Twin Cities   2004
Urban Studies Major; Communication Studies Minor

TECHNOLOGY SKILLS:
- ➢ Proficient in Mac and Windows environments; skilled in Microsoft Office, iWorks, iMovie, Quickbooks, web content management, social media
- ➢ IT management for small offices: computers, servers, printers, wi-fi, networking